LEO BURNETT COMPANY, *Inc.*
Ad No. 2291—Req. No. 73259—1 col—B&W—2¼ x 9¾ in.—VFW Program, 1970 (B)
Printed in U.S.A.

Serve our Servicemen in Vietnam with Tax-Free Cigarettes

Philip Morris, in cooperation with all V.F.W. Posts across the country, is sponsoring a program by which you can send tax-free cigarettes to our servicemen in Vietnam.

Marlboro and Benson & Hedges 100's Cigarettes are available for overseas delivery at a cost of less than 13½¢ a pack. The cigarettes may be ordered in a minimum quantity of a 300-pack case. The cost for each 300-pack case is:

Marlboro Flip-Top Box or King-Size Soft Pack	**$36.24**
Marlboro 100's	**39.18**
Benson & Hedges 100's Regular	**39.18**
Benson & Hedges 100's Menthol	**39.18**

A sticker with the donor's name is on each pack; in addition, a convenient card of thanks to each donor is in every case.

Order forms are available at all V.F.W. Posts. If additional forms are required, please write Philip Morris Inc., Richmond, Virginia 23215. Just send the order form with your check to Philip Morris Inc.; we'll take care of the rest.

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